President's Message

Elizabeth K. Carll, PhD

Media Psychology at the Crossroads of Information and Communication Technologies

In the last several years, the field of media psychology has rapidly evolved with new developments in the areas of information and communication technologies (ICT). The umbrella term of ICT includes not only traditional mass media such as TV, radio, print, and video, but newer technologies involving the Internet, distance learning, and virtual reality, the interface between the human mind and machine, and brain signal communication, with applications not only for entertainment but also for the dissemination of information regarding world events, health services such as telehealth and telemedicine, as well as newer horizons in promoting social change. This latter area has been a long standing personal interest of mine, specifically in utilizing mass media and news to facilitate positive social change within our global society.

These rapidly developing information and communication technologies will transform our lives in ways we have yet to imagine. Media defines our culture by documenting the past, transforming the present, and helping us to envision the future.

It has been a privilege to have had the opportunity, as president, to focus our Division’s efforts and resources to reflect these evolving changes. Our new website, which contains a variety of information, will continue to evolve and reflect new technological information and advances. I would like to thank Laura Anibal Braceland for all her work on the website during our transition back onto APA’s server and bringing our information up to date. Our new logo with communication waves emanating from the Psi symbol also reflects the Division’s focus on all forms of communication, current and future. We have also focused on developing additional sources of revenues for the Division. The Psychological Corporation’s sponsorship of the Division’s Social Hour at the 2003 convention and full page ads by APAIT in the Amplifier have been exciting new developments which we hope to continue in the future.

There has been great interest in graduate training programs in media, with new programs being developed, and a comprehensive list has been posted on our website. The list of programs was compiled by June Wilson, chair of Division 46’s new Student Committee. Graduate students entering the field will continue to shape the future of media psychology, and having a committee representing their interests is a natural development. Congratulations to the Fielding Graduate Institute, which has integrated the diversity of the field into the first PhD program in media psychology. It is likely that other similar programs will follow.

Exciting developments have been taking place in media psychology. As a result of the interdisciplinary nature of media psychology, we have witnessed a growing trend taking place with psychological research and application of new technologies, conducted by psychologists, increasingly taking place in engineering and communications departments of universities. Therefore, it is imperative that we define a clear and accurate image of the diverse areas that make up media psychology, or else it is likely that these areas may be taken over by other disciplines.

Media psychology can also serve to help the public and shape social policy. Initiatives that focus on benefiting society need to be an integral role for media psychology. To that end, I would like to thank Dorothy Singer, who has co-chaired with me the Division 46 task force to develop a Resolution on Violence in Video Games and Interactive Media for adoption by APA. As many may know, this is a lengthy and involved process and this initiative will continue into 2004 as the resolution winds its way through the various stages of the APA review process.

The annual member recognition awards, which were approved by the Board of Directors this year, debuted at the convention social hour and reception. It was gratifying to see our members recognized for their contributions over the years. A list of the awardees appears in this issue. Be sure to send nominations of your colleagues and/or yourself to the Awards Committee for the 2004 awards. These annual awards are in addition to awards designated by the Division...
From the Editor

Alan Entin, PhD, ABPP

In addition to savoring some of the highlights of the Convention in this issue of the Amplifier, we also remember two of our members who recently died. Jerry Clark, PhD, was a founder and President of the division, a leader in many different divisions of APA, a political activist and advocate for professional psychology, and a mentor to many of us. Shirley Glass, PhD, will be remembered for her outstanding contributions to women’s health with her work in trauma healing and recovery, for her pioneering contributions to the field of marital infidelity, and for her contributions to the Media Watch Committee. Both were giants in our field, and their presence and contributions will be missed.

I would like to thank President Elizabeth Carll for her extremely hard work for the past two years in contributing to the ongoing success and growth of the Division and congratulate her on being honored as an “Initial Fellow” in the Division of Independent Practice.

Congratulations to President-Elect Louis Perrott, PhD, and APA Recording Secretary Ronald Levant, EdD, who were elected “Current Fellows” of our Division.

The continued growth of the Division depends on our leadership. Please, take a few moments and think about who you might like to help lead the Division over the next few years. You can nominate yourself or your colleagues. The nomination form is enclosed. Please use it.

And, thanks to Laura Anibal Braceland of the Division Services Office for once again making the magic of this publication possible.

Subscribe to Division 46 Listserv

Looking for a forum to join with others interested in a dialogue about Media Psychology issues? To subscribe to the Division 46 listserv, send an e-mail message to listserv@lists.apa.org. Be sure to leave the subject line blank, and type the following in the message:

subscribe DIV46-MEDIAPSYCH firstname lastname (e.g., subscribe DIV46-MEDIAPSYCH Ima Sample, PhD).

presidents. The convention social hour was also a great opportunity to meet new members, many of whom expressed an interest in the areas of emerging technologies. Next year’s social hour should be especially festive at the Hawaii convention.

In addition, it was my pleasure to present presidential citations to Alan Entin, Lilli Friedland, and Florence Kaslow. Each has the distinction of continued active involvement in Division 46 over many years contributing on multiple levels, including serving on the Board of Directors, chairing committees, special projects, as well as serving as presidents of the Division. In addition, they generously gave of their extensive knowledge and experience during my tenure as president-elect and president, and their long-term participation has contributed to the ongoing success of the Division. The Golden Psi Award in recognition of service to the Division was sent to past president Rhoda Fisher to arrive prior to the social hour, as Rhoda was not able to attend due to long standing health complications. Rhoda has been very supportive and we have worked closely during the past two years. It was my pleasure to designate a special commendation for Eve Whitmore for her service as program chair for the past two years. For those who have served in this capacity are aware of the extensive work involved as convention program chair, and the Division was appreciative that Eve volunteered to extend her term for a second year in 2003. The focus on innovative technologies contributed to an exciting array of programs. The News Media Recognition Awards for excellence in the reporting of psychological information and research went to Andi Gitow of NBC News and Peggy Girshman of NPR. The news media has enormous influence, and the recognition of excellent work in this area is an important message.

Appointing the Long Term Strategic Planning Committee will help guide the development, growth, and success of the Division and facilitate the integration of the work and vision of future presidents. In addition, the committee will serve to support the goal of the initiatives developed during my tenure as president, which was to plant the seeds for a variety of developments that reflect the diversity of media psychology with the focus on emerging information and communication technologies.

The Division has had new members join from the technology areas and also experienced the loss of two long time members who recently passed away: Jerry Clark, who was a founding president of the Division and an extraordinary advocate on behalf of psychology, and Shirley Glass, a prolific writer and speaker and founder of the Media Watch Committee. We will miss them both.

As the year draws to a close, it is gratifying to know that I pass the helm of Division 46 to the capable hands of Lou Perrott, president-elect, whose leadership will continue the growth and success of the Division.

It has been truly a privilege to have had the opportunity to serve as president. I would like to thank the members of the board and committee chairs whose work and support contributed to the success of our various initiatives and the membership for their input and interest in the future of the Division.
Report of the 2003 Nominations and Elections Committee

Louis A. Perrott, PhD
President-Elect and Chair, N & E Committee

The Nominations and Elections Committee is pleased to announce the results of the 2003 Divisional election. The Division was fortunate to have had a very strong slate of candidates standing for this year’s election. Those who were not elected this year are encouraged to consider another run in a future election.

President-Elect:
Peter L. Sheras, PhD

Treasurer:
Gloria B. Gottsegen, PhD

Members-at-Large (for 3 seats open):
James H. Bray, PhD
Florence W. Kaslow, PhD
Charles D. Spielberger, PhD

Congratulations! The Division thanks all of the candidates for their willingness to serve.

Nominations and Elections Committee
Louis A. Perrott, PhD, President-Elect, and Chair, N & E Committee
Elizabeth Carll, PhD, President
Sarah Benolken, PhD, Secretary

Interested in Serving on an APA Board or Committee

If you are interested in being nominated for service on an APA Board or Committee, the “Call for Nominations” will appear in the December 2003 Monitor. The following Boards and Committees will be seeking to fill vacancies on the 2004 Board and Committee ballot.

- Committee on Structure and Function of Council
- Finance Committee
- Ethics Committee
- Membership Committee
- Policy and Planning Board
- Publications and Communications Board
- Committee on International Relations in Psychology
- Board of Educational Affairs
- Board of Professional Affairs
- Committee for the Advancement of Professional Practice
- Board of Scientific Affairs
- Board for the Advancement of Psychology in the Public Interest
- Commission for the Recognition of Specialties and Proficiencies in Psychology
- Board of Convention Affairs
- Committee on Rural Health

For further information please see the Association News section of the December 2003 Monitor.

Call for Nominations for 2004 Member Recognition Awards

Nominate your colleagues. Self-nominations are welcome.

Distinguished Lifetime Contribution to Media Psychology—for a sustained body of work in developing, refining, and/or implementing applications, procedures, and methods that have had a major impact on the public and the profession of media psychology.

Excellence in Research Contributions to Media Psychology—for outstanding empirical and/or theoretical contributions to the field of media psychology. Individual must be ten or more years post doctorate. This award alternates annually with the applied contributions award.

Student Dissertation/Research Award—research relating to any form of media including: Internet, radio, TV, or print research/applications; multimedia telecommunications; virtual reality; distance learning; telehealth services; and product development. The award includes a $200 stipend and one year of free membership in the Division. Applicants must be graduating from a doctoral program and have completed the dissertation between January 2003 and March 2004. Applicants are not required to be Div. 46 members.

The Division’s awards committee will evaluate submissions through blind review. The submission deadline is March 1, 2004.

For application information, contact Dr. Elizabeth Carll, 2004 Awards Committee Chair.
August 2003 APA Council of Representatives

Lilli Friedland, PhD, ABPP, Council Representative

APA Media-Related Activities
APA’s Public Education Campaign has included a) The “MTV Warning Signs of Violence” documentary and tool kit for professionals, b) The “On the Road to Resilience” campaign in cooperation with the Discovery Health Channel, and c) “Resilience in a Time of War” in cooperation with Time Magazine for Kids. The supplement on resilience will be included in the back-to-school issue of Time Magazine and sent to 90,000 teachers and over two million fourth-to-sixth graders. The Practice Directorate is distributing tool kits for psychologists.

Council Procedure Is Revised
The President’s Task Force on Governance had its report accepted by Council. The Task Force looked at ways of better utilizing members of Council so that they can more effectively carry out their broad oversight responsibilities.

The procedure was approved that no matter may be placed before the Council for vote that has not been disseminated to the members of Council, in its final form and with a response from the Board of Directors, at least 30 days prior to the meeting at which the matter is to be deliberated.

The procedure was approved that standing boards and committees and continuing committees may appoint, in exceptional circumstances and for designated time periods, such ad hoc groups (e.g., task forces, work groups, ad hoc committees, subcommittees) as may be necessary.

A procedure was approved to follow-up items introduced to Council within 18 months. This information will be listed in the “Business Pending” category.

APA Recognizing Proficiencies
Council accepts the following categories as official proficiencies in psychology:
- Sports psychology
- Assessment and treatment of serious mental disease
- Industrial and organizational psychology

Finances
APA has experienced financial difficulties in recent years. Although APA was looking at a possible $1 to $4 million deficit in 2004, following a near $6 million loss in 2001 and $1.3 million loss in 2002, APA reduced expenses and increased non-dues revenues. The two APA buildings were refinanced at favorable interest rates, which resulted in a substantial long-term savings. The overall result is a predicted $400,000 surplus for 2004.

Council approved financial long-term goals: Convention goal to produce a 12% profit (over allocations) annually over a 5-year period of time, sponsor approval goal to produce a 10% profit (over allocations) annually over a 5 years, and CE credit programs goal to produce a 5% profit.

Membership
APA membership is aging and more of our members enter the Life Membership category. The Membership Committee has developed a process for psychologists who meet the criteria for life member to pay less each year for 5 successive years until they are completely dues exempt. A similar process in which the dues will be steadily increased for the first 5 years of membership is being worked out for new members of APA.

APA Practice Organization has a new category of members, who pay a special assessment and are called “constituents” and do not vote.

APA is making efforts to begin recruiting members earlier and to recruit of persons of color. Currently, APA membership is increasing slightly, but at a much lower rate than it has in the past.

Reports
Council approved the Practice Directorate’s designation of health service psychologists as primary health care providers in relevant federal, state, and local regulations, and in federal funding programs designated for primary care practitioners.

The Affirmative Action report indicated that APA was making progress in utilizing ethnic minorities and women in its staff. Currently, 40% of APA staff are ethnic minorities, 66% are women, and 30% are ethnic minority women. This diversity is reflected in all levels of employment and in all staffing categories.

The 2003 Convention was fairly well attended; although attendance was about 25% less than the 1996 Toronto APA, it was considered successful, given the SARS epidemic.

The “Guidelines for Practice with Older Adults” was approved by Council, as was the “Final Report of the International Meeting on Sexual Orientation and Mental Health: Toward Global Perspectives on Practice and Policy.” Also, Clinical Neuropsychology was renewed as a specialty in professional psychology.

The Council of Representatives allocated $20,000 to the Office of Ethnic Minority Affairs to support grant writing efforts associated with the proposed conference entitled, “Psychology, Public Policy, and Communities of Color in the United States and Throughout the World: Critical Issues, Knowledge, and Skills.”
Invited Article: A Definition and Purview of the Field of Media Psychology

Stuart Fischoff, PhD
First President of Division 46
Professor of Media Psychology, Fielding Graduate Institute, Santa Barbara

Brief History
Media psychology found its inspirational roots more than 90 years ago in the early work of social psychologist Hugo Münsterberg, concerning motion pictures. Published in 1916 under the title, The Photoplay: A Psychological Study, it was the first empirical study of an audience reacting to a film. Münsterberg also provided a keen analysis of a screenplay’s grammar of visual construction, nascent cinematic conventions, and their psychological impact on the audience.

Following Munsterberg, psychologist L. L. Thurstone developed the first scientifically derived scales for the measurement of attitudes toward movies for the famous and notoriously politicized Payne Fund Research in 1928. The study addressed the potentially harmful effects of movies on viewers.

Sadly, few psychologists followed Münsterberg and Thurstone into the thicket of entertainment media influences and effects. It was a field essentially left to be plowed by concerned citizens, ideologues, and religious organizations who decried the corrupting influences of entertainment media on young minds. Not until the advent and market penetration of television in the 1950s did the attention and media interest of psychologists and other social scientists crystallize into a viable force for programmatic research and public education that was based more on empirical data and less on social or religious philosophy.

Nevertheless, regarding the media as a proper academic field of study, psychology lagged far behind other disciplines, such as Communications or Media Studies. Worse, psychologists who wanted to devote their careers to the study of media effects had to find academic homes outside of psychology.

The founding in 1986 of APA’s Division 46 (Media Psychology), devoted exclusively to a greater understanding of the various communications media and their impact on society, signaled psychology’s full-throated re-entry into this increasingly important field of study.

Defining the Field
In the beginning there was the word. In the beginning there was the image. And in the beginning there was the voice. Media psychology is about this trilogy. Humans are interested in humans, humans in words, humans in sounds, and humans in images.

Broadly speaking, media psychology addresses the inter- and intrapersonal psychological dimensions underlying the use and impact of any medium of communication. In other words, media psychology is concerned with the social and psychological parameters of communications between people, communications that are mediated by some technology or conduit other than simply air.

Media Psychology and Kindred Disciplines
The fact is that many of the theories and research in other disciplines devoted to the study of media derive directly from psychological theory and its methods of research. The specialties of clinical, developmental, and personality psychology have traditionally looked at how events shape individual behavior. Social psychology has traditionally looked at the way social forces impact on individual behavior and attitudes. Media are both events and social forces. These diverse psychological perspectives are ideally suited to add extra dimensions to the study of the impact of the media on our lives, dimensions beyond those provided by other academic disciplines.

The Purview of Media Psychology
There are a variety of diverse considerations and media-influenced arenas that fall within the purview of the discipline of media psychology. The following sampling can provide a representative picture to the reader unfamiliar with this relatively new discipline.

Mass Vs. Personal Media
A mass medium reaches out to a high volume of people rather than to only one or a few. The telephone, then, is a not mass medium (even if it is a conference call); nor is the palm pilot or the cell phone, even if they connect to a system of broadcasting or receiving from a mass medium, such as the Internet. Mass audiences define a mass medium. Television, motion pictures, radio, newspapers and magazines, and the Internet, with its array of broadcast functions, are distinctly mass media.

While the telephone, in all its current incarnations, is not a mass medium, it is a communications medium. And it is increasingly a multi-purpose device. Consequently, the study of phone-related behavior easily falls within the purview of media psychology. For example, the use of cell phones by teens for a variety of purposes other than simple communication, such as gaming and entertainment, has expanded the potential influence of this protean instrument in unanticipated ways. This certainly engages the interest of media psychology.

Media and The Chronicling of History
Still photographs and videotaped capsules of history have shaped public reactions, even as some viewers are traumatize by an endless
Thanks For Your Hard Work, Generous Heart & Spirit, & So Many Good Times, JERRY CLARK!

Kate M. Wachs, PhD, 1991 D46 President

DR. JERRY H. CLARK—long-time APA Fellow; 1989 Division 46-Media Psychology President; one of the pioneers of the Association For Media Psychology (AMP) since its beginning in 1982 and instrumental in guiding AMP to division status in 1986; an APA Council Rep for years; and a current candidate for APA President—passed away on Thursday, 9/18/2003, at the age of 90. Having twice survived kidney cancer, Jerry succumbed peacefully and without pain from complications related to kidney surgery. He died as he lived, in a valiant fight, and in the company of his family.

Jerry was born in TX on 10/25/1912. At 16, he graduated high school as valedictorian. When his mother died the following year, he took over the care of his youngest sister. He worked his way through school to earn his PhD in Psychology at U. of TX, Austin, taking time along the way to enjoy his band, J and His Midnight Revelers. When WWII interrupted his doctoral studies, Jerry served in psychology positions until his discharge in 1947. Upon completion of the war and his doctorate, Jerry worked 10 years at UCSB, serving as Registrar, Professor and Executive Director of the clinic. Besides playing beach volleyball with people who would become his lifelong friends, he met the love of his life, Edith, got married and had a son. Jerry then rejoined the army for 14 years, serving as Chief of Psychology Service at major VA hospitals in the U.S. and Germany. Although he retired from the Army in 1971, planning to be a beach/tennis bum, he soon became the first Psychologist at Sansum Medical Clinic. Jerry then got involved in local politics and professional practice, becoming President of the Cal. Psych. Assn. (CPA) twice, President of the local association more times than anyone can remember, and serving on committees to elect a member to the CA Assembly, the CA Senate, and the U.S. House of Representatives. Jerry worked in some fashion until the end of his life, taking time off to cause trouble here and there, and spending time with his grandchildren.

A champion tennis player through his 60s, and a swimmer through the end of his life, Jerry had a lifelong interest in fitness. He enjoyed baking and making waffles for appreciative people, and never missed a joke-telling opportunity. He would not turn away from a just fight, and placed tremendous value on hard work and education. He had an intense interest in people and quickly reached out to help others. Above all else, Jerry loved his family and friends. They were, he said, what made life worth living. Jerry is survived by his wife Edith, son Jon, daughter-in-law Susan, and grandchildren Austin, Nate, and Sarah.

“I recall Jerry as a hard worker and an individual who brought strength to any organization or task with which he involved himself. He did not tolerate fools at all, much less gladly. Since he found our bickering at AMP/Division 46 meetings foolish, he’d listen for a while, then make some diverting comments, and if/when that failed, simply got up and left the room—even when he was Division President. One couldn’t help but be chastened by Jerry’s verbal and non-verbal communications. I adored his no-nonsense approach to bureaucratic time-wasting, even as I was one who was avasting.

When I chaired an APA panel discussion on aging, I found Jerry to be inspiring, illuminating, on point and good-humored—an incredible role model for those of us leaving our salad days to move into our elder days. He cautioned me about continuing to play basketball at my age (59). He winked and said, ‘Do it until you can’t do it, then do it a little more. Only then make accommodations to time and tide and bones that scream and bark. But keep moving!’ I’m movin’, Jerry.”

Stuart P. Fischoff, PhD, Los Angeles, 1st Division 46 President, 1986

Jerry was a terrific trooper. He was way ahead of his time when it came to our media psychology group. In our early days, when AMP members were involved in endless animated discussions about forming D46, Jerry was a great stabilizing influence. He was instrumental in guiding the fledging group around myriad obstacles. He also applied his leadership skills to many other areas in the APA organization. His friendship and wisdom will be missed by all who knew him.”

Lawrence Balter, PhD, New York City, 1990 Division 46 President

“Jerry was with us from the beginning; he worked very hard with Jackie Bouhoutsos to take us from AMP to D46. Jerry and Jackie dealt with all the boring parts of establishing the division—paperwork, paperwork, bylaws, schmyleaws—the most dull and dreary, but necessary, stuff. Without them, it could have taken us 10 more years to become a division!

Jerry was organized, practical, efficient and productive, yet very reasonable and open to compromise. Who else could have talked me into being Membership Chair 3 years in a row?! (If you think it’s tough now, you should have seen it then.)

Inspired by watching Jerry and Jackie, I worked APA getting signatures, then plowed through thousands of charter signatures to find those who truly wanted to be Division 46 members. I just could not say ‘No.’ I remember smuggling food into our convention meetings, getting people/other organizations to donate everything because we didn’t have any money, and Jerry calmly directing traffic. He was always a gentleman with a sparkle in his eyes. He was no-nonsense and direct, yet kind and supportive, with a ready smile and playful sense of humor—an ex-military man who was surprisingly laidback and funny. Surrounded by eager egos, he was down-to-earth, low-key and unassuming. He helped people feel comfortable. I am so sad; we have lost a great leader,

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A Tribute to Shirley P. Glass, PhD

Harriet T. Schultz, PhD
Chair, Media Watch Committee

It is with great sadness that we report the death of a longtime member of Division 46: Dr. Shirley Glass. Shirley died on October 8 at her home in Baltimore following an 11-year battle with breast cancer. She was an active contributor to the Division in her roles as Board member, and founder and chair of the Media Watch Committee. She was also a dear colleague and friend.

She was widely known and respected for her clinical work and research on extramarital affairs; a 1999 New York Times article called her “the godmother of infidelity research.” She found that even people in good marriages were vulnerable to affairs, especially in the workplace, where close friendships could evolve into sexual relationships. She counseled hundreds of couples and was a prolific lecturer and writer. She authored many professional articles, which appeared in research journals and in book chapters about the treatment of couples in therapy. Dr. Thomas Wright, her former teacher at Catholic University, who died this year, was her frequent partner in both couples counseling and research.

She reached a popular audience as well, with a story in Psychology Today and an online advice column. She was a frequent media guest, appearing on “Good Morning America,” “Oprah,” “Today,” and NPR’s “Fresh Air.” The print media often cited her work—USA Today, the Los Angeles Times, Newsweek, Redbook, and People Magazine among others. Her book for couples, Not Just Friends: Protect Your Relationship from Infidelity and Heal the Trauma of Betrayal, written with Jean Staeheli, was published by Simon & Shuster earlier this year. This book summarized her years of research and clinical findings and was a source of great pride.

Shirley was raised in Baltimore, received an education degree at the University of Maryland, a Master’s degree from Towson University, and a doctorate from Catholic University of America. When she wanted to work on a doctorate in her late thirties, she had to convince admissions committees at several schools that she was a serious student. Despite the pressures of raising three children, carpooling, and working part time, she received her PhD in 1980.

Shirley was a Fellow of APA, a Diplomate in Family Psychology, and a past member of the Maryland Board of Examiners in Psychology. This last role contributed to her concern about the way Hollywood often portrayed psychologists as unethical boundary violators. She founded the Division’s Media Watch Committee to help raise awareness among her colleagues that these depictions could have a negative impact on the public and also to educate the public about appropriate and inappropriate behavior by mental health professionals.

Shirley worked with a designer to create the trophy for this award. The Golden Psi is a beautiful Lucite obelisk with a golden psi, APA’s logo, embedded inside. The Division now uses this same trophy for some other awards.

I met Shirley through our common interest in these Hollywood’s portrayals. As a newcomer to the media arena, I came to view her as a marvelous role model and mentor. Her energy, wisdom, and creativity were inspirational to many of us as she led the way in transforming her vision into activism. I was honored that she asked me to chair the committee when her attention had to turn to other commitments. It was like being asked to take care of her baby. I, along with the committee, will miss her sound judgment and generous spirit.

One cannot talk about Shirley without mentioning her warm, witty, wonderful sense of humor. She was a regular participant in the division’s presentations on humor and personal issues facing psychologists (e.g., “When Bad Things Happen to Good Psychologists”) and with her special brand of hope and humor, she had audiences laughing and weeping with her. She was a talented and popular speaker, and those who saw these presentations say they were unforgettable.

In her personal life, Shirley loved music. She studied piano and voice throughout her life. She is survived by her beloved husband of 48 years, Barry Glass, two daughters, Randi, and husband Gordon Murray; and Karen, and husband Paul Barry; her son Ira Glass; two grandsons, Sam and Ben; her brother Bennett; and her sister-in-law Linda. All three of her children have pursued careers in the media. Randi is a book agent in San Francisco, Karen is a film executive for Disney, and Ira produces and hosts the show “This American Life,” which is aired nationally on public radio stations.

continued on back cover
Call For Nominations

Division 46 Nominations and Elections Committee

Nominations are now in order for 2005 vacancies on the Division 46 Board of Directors. Our Division will be electing a President-Elect, a Secretary, a Council Representative, and three Members-at-Large. Please use the ballot below to nominate yourself and/or your colleagues for these positions. Self-nominations are accepted and encouraged. Do not forget to validate your ballot by signing it on the bottom. Photocopies of the ballot will NOT be accepted. Please participate in this important governance process.

To be nominated as President-Elect
You may nominate up to three.

1) _____________________ 2) _______________________
3) _____________________

To be nominated as Secretary
You may nominate up to three.

1) _____________________ 2) _______________________
3) _____________________

To be nominated as Council Representative
You may nominate up to three.

1) _____________________ 2) _______________________
3) _____________________

To be nominated as Members-at-Large
You may nominate up to six.

1) _____________________ 2) _______________________
3) _____________________ 4) _______________________
5) _____________________ 6) _______________________

DEADLINE: BALLOTS MUST BE POSTMARKED BY JANUARY 2, 2004

Your Name (Printed) ________________________________
Validating Signature ________________________________

RETURN INSTRUCTIONS: Please fold ballot, place in a separate envelope with a postage stamp (The Division Thanks You!) and mail to:

Nominations & Elections,  
c/o Peter L. Sheras  
340 Cedar Bluff Road  
Charlottesville, VA 22901

Media Psychology Book Series

Perspectives on Psychology and the Media is the title of the first book of this series. Edited by Sam and Diane Kirschner, this 1997 book has chapters on current research and practice issues in media psychology, as well as an epilogue pointing to future directions.

The second volume, Psychology and the Media: A Second Look, was edited by Linzer Schwartz and published in 1999. A third volume, with the proposed title, Media Psychology: New and Future Technologies, is underway and being edited by Harvard Professor Larry Kutner. Past Division 46 President Florence Kaslow is consultant for the book series.

This book series is a significant outlet for sharing media psychology research and increasing awareness of these issues to others. Purchasing these volumes is an excellent means of staying current with the prevalent thinking in the field.

To order, call 1-800-374-2721 and press 1.

Perspectives on Psychology and the Media
Item No. 4316870
ISBN 1-55798-433-6
APA Member/Affiliate: $19.95; List $24.95

Psychology and the Media: A Second Look
Item No. 431625A
ISBN 1-55798-578-2
APA Member/Affiliate: $24.95; List $29.95

APA End-of-Life Survey Needs Your Input

The American Psychological Association Ad Hoc Committee on End-of-Life Issues is interested in finding out what psychologists are doing in the areas of dying, suicide, bereavement, traumatic loss, and end-of-life issues. Please take a few moments to go to http://watson.apa.org/eol/divmem/ and complete the committee’s 5-minute, online survey.

Results from the survey will be summarized and posted on the APA website at http://www.apa.org/pi/eol. It is important to note that individual responses to the survey will be confidential and only aggregate data will be made available to the public. It is also important to note that this survey is being disseminated through multiple communication channels and thus it is possible that you might receive it more than once. We ask that you complete the survey only one time.

If you have any questions, please contact John R. Anderson, PhD, Staff Liaison for End-of-Life Issues, at janderson@apa.org, at 202-336-6051, or by mail at American Psychological Association, 750 First Street, NE, Washington, DC 20002-4242.
Place Trust ad here
Invited Address

Roger Klein, PhD, University of Pittsburgh, Chair

There was a lively exchange of ideas during Brad Bushman, PhD’s, invited APA address: “If the Television Program Bleeds, then Memory for the Ad Recedes.” Dr Bushman is Professor of Psychology at the University of Michigan. Timothy Brock, PhD, Professor of Psychology at Ohio State University was the discussant.

According to Dr Bushman, in public surveys, most viewers regard TV as an acronym for Too Violent. In surveys, about 85% of respondents complain that there is too much violence on television. Yet advertisers continue to sponsor violent programs. Although TV violence grabs our attention, it might divert attention away from the ads embedded in the program. Viewers might be thinking more about the violence in the program than about the particular brand of snack food being advertised. Of course, advertisers want viewers to remember their ads.

We conducted a comprehensive review of studies that tested the effects of TV violence on memory for ads. We located 16 studies involving 2,474 participants. Meta-analysis was used to integrate the results from these studies. The average correlation was -.20, about the same size as the correlation between TV violence and societal violence. The 95% confidence interval ranged from -.24 to -.16 and did not include the value zero. These results show that TV violence impairs memory for ads. The impairment occurs for males and females, for children and adults, and for people who like and do not like to watch TV violence.

In a recent study, we manipulated the content of the ad as well as the content of the program. The results showed that TV violence impaired memory for violent ads and for neutral ads. In violent TV programs, violent ads were not recalled more frequently than nonviolent ads. Overall, violent ads were less memorable than neutral ads.

Finally, our research also shows that sexual content on TV has the same effect upon memory for commercials as does violent content.

Collectively, these findings suggest that advertisers might want to think twice about sponsoring programs with violent or sexual content.

Dr Brock responded by noting that research comparing memory and product purchase does not indicate that consumers buy products based solely upon recall of commercial messages. He questioned whether this line of research really demonstrates that consumers will fail to purchase a given product.

Dr Bushman responded by noting that he has examined several responses to ads, including brand attitudes, buying intentions, memory for the ads, and the number of coupons selected for advertised brands. Scores were lower on all of these measures when ads were embedded in a violent program than when the same ads were embedded in a nonviolent program. And memory for ads was significantly correlated with each of these other measures. So, Bushman concludes that memory is not irrelevant, and is in fact significantly correlated with the variables that Brock suggests are better measures.

Currently, Bushman is conducting research on whether purchases of the specific products advertised on violent programs, are adversely affected by the content of the program.

Virtual Reality and TV News: You Are There!

Albert “Skip” Rizzo, PhD
Virtual Environments Laboratory
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University of Southern California

The User Directed News project is based on the idea that as journalism moves into the 21st Century, new forms of information technology (IT) stand to revolutionize methods for acquiring, packaging, organizing and delivering news media. With these advancements in IT will come both opportunities and challenges for creating systems that humans will find to be usable, useful and preferred options for interacting with newsworthy information content. While some of the basic issues that constrain journalistic methods over the centuries (word of mouth, print, radio, TV, etc.) remain relevant, new issues are emerging for how humans will effectively interact with the deluge of digital content that will continue to expand in both quantity and scope as we move further into the information age.

One area where journalism could benefit from the emerging IT revolution is in the use of systems that are capable of capturing and delivering news events within more “immersive” viewing formats. As opposed to traditional “fixed-camera/talking head” capture and delivery of “on-the-scene” reporting of newsworthy events, the potential now exists to capture a news story with a 360-degree Panoramic Video camera (see Figure 1) and present it to a human viewer via a Virtual Reality Head Mounted Display (HMD) (see Figure 2). This allows the viewer to get the sense of being immersed within the news story environment as well as allowing the viewer to self-select what aspects of the event that they would like to observe by simply turning their head as they would in real life. When immersed in this Panoramic news context, the user has the option to actively choose the aspects of a news event that they are most interested in viewing around the full 360-degree arc.
The 360 Panoramic Video approach may serve to transform the user from simply being a passive observer of “fixed” content, to an active participant in the news acquisition process. The combination of the “immersive” aspect of “being there” along with free choice of viewing may provide a new paradigm for how news is created and consumed. One can imagine many scenarios where use of such a system would be desirable (e.g., observing the activity at a U.N. Security Council meeting, at a national political convention, an inaugural ball, a war zone, a disaster, or at a post Academy Awards party in Hollywood).

**Current Research**

The USC/IMSC Virtual Environments Laboratory is currently conducting research investigating the usability of this new method for viewing newsworthy content as well as its impact on memory for the content of a news story compared to traditional viewing methods. To accomplish this, we are comparing immediate and delayed (1 week later) memory performance (free recall, cued recall and recognition) across three groups of 30 research subjects, aged 18-40, following the presentation of a news story in three different viewing format conditions:

- **Condition 1 (C1)** subjects view a 2-minute and 20-second news story in a “traditional” single frame viewing format on a computer monitor. This group of users have access to a field of view containing the news reporter’s standing delivery of the story, as is common practice in a traditional on-the-scene reporting approach and is typical of what the subject would see on a television news broadcast.

- **Condition 2 (C2)** subjects have access to view the complete 360-degree arc of the environment from where the C1 news story was reported. They have access to, and may view the 360-degree arc on a computer monitor using the cursor keys to freely navigate around the panoramic arc. C2 subjects also hear the exact same verbal delivery and have access to the same visual presentation from the reporter as presented in C1, since the C1 story is actually a flat panel extracted from the full panoramic 360-degree arc used in C2.

- **Condition 3 (C3)** subjects view the exact same 360-degree arc of the news story environment that is available to the C2 group, but from within a movement tracked Virtual Reality head mounted display. This system updates the video image in the display in real time as the subject turns their head. This allows the subject to get the sense of what it would be like to be at the site of the news story and to have free choice to observe the panoramic scene from any perspective within the 360-degree arc using head turning movements as they would under normal real world viewing conditions.

The news story consists of a female reporter presenting a 2-minute and 20-second story from a fixed position on a street in downtown Los Angeles (See Figure 3). This report is on issues regarding the “homeless” in Los Angeles. The camera position is from the middle of street in the midst of an array of tents and makeshift living quarters on the sidewalk. The subjects also see homeless individuals going about their day-to-day activities in this area.

This design will allow for memory comparisons across groups on immediate acquisition/recall/recognition of content and on long-term recall/recognition retrieval. Generally, we hypothesize that the sense of “being there” or “presence” will be enhanced in Condition 3 by way of using an immersive HMD. This added engagement is expected will increase long term recall by providing better contextual retrieval cues that leverage episodic memory processes. Some of the basic questions that this methodology is designed to investigate include:

- Will users generally prefer to have news delivered in the 360-degree HMD format?
- Does immersion and self-selection compel the user to prefer this method of being “involved” in the story?
- Will choice of viewing interfere with the immediate acquisition of the logical story line in the news report?
- Will there be group differences on immediate recall and recognition of key points of the news report?
- Will long term memory be enhanced in the immersive HMD condition?
Swedish Study May Allow for Glimpse Into Future of Online Sexual Activities

As an invited “cluster” speaker at this year’s annual convention in Toronto, Dr. Al Cooper, Director of the San Jose Marital Services and Sexuality Centre (www.sex-centre.com) spoke of some innovative new research that he and his colleagues used to conduct another in a series of studies that he has spearheaded around Online Sexual Activity (OSA) (Cooper, 2002). This latest article detailed the first large-scale study on OSA outside the United States (Cooper, Månsson, Daneback, Tikkanen, Ross, 2003). One reason that Sweden was a perfect choice is that it is one of the few countries that has a higher prevalence of “connectivity” than this country (68% of the population). Examining the findings help us better understand OSA as well as offering predictions into the future of OSA in the United States and the rest of the world.

Engaging in OSA is a fairly prevalent activity (with approximately 20%–33% of users participating) of Internet users (Cooper, 2002; Cooper, Putnam, Planchon, & Boies, 1999; Egan, 2001). In addition there is a growing body of literature finding that, particularly around sexuality research, those who answer questions online are more likely to answer them honestly than via the telephone, paper and pencil assessments, or even in personal interviews (Cooper, & McLoughlin, 2001). Using a new research design, this study was the first to get a representative sample of females, with both men and women participating in almost equal numbers (with those percentages being equivalent to both the gender distribution on the portal from which the research was conducted, as well as to the general gender distribution of Internet users in Sweden).

In looking at more specific types of reasons that people engage in OSA we found some important gender differences. Viewing erotica was the most preferred specific activity for men (this confirms earlier findings), more than three times higher than “flirting,” which was the second most preferred activity. For women, the category of “flirting” was the most frequent activity, while staying in contact with a love or sex partner was the most preferred activity. The Internet appears to be a place where both men and women can engage in flirtatious behavior to affirm their sexuality and attractiveness. While for some flirting may be a primary motivation for going online, for others it might instead be something that they find themselves inadvertently engaging in while interacting with others around work or recreational tasks.

Significantly more women use the net to “stay in contact with a love/sex partner.” Whether it is sending emails while traveling, or dropping brief notes to each other throughout the day, this is one way that the net can help couples “stay connected” and support and bolster ongoing relationships (Cooper, Scherer, & Marcus, 2002). Again women often take on the responsibility for the “emotional health” of relationships and they are using the Internet to help with this. Possibly this might be a venue that men might be instructed to think of in terms of strengthening their relationship but currently this type of activity is of less importance to them as it is ranked fifth in terms of their preferred activities.

Women also find themselves responsible for health information and use the net to educate themselves about sex and to get professional help. One way that they do this is using the net to buy sexual products. And although this study finds that 13%–15% of both genders buy sexual products online, it well may be that women buy products more related to health and education and the relationship, while men may be more likely to buy products more related to entertainment and their own usage.

This is one way that the Internet can help people to enhance their sexuality and even make safer sex easier to comply with. The “Triple A” engine (Access, Affordability, Anonymity) (Cooper, 1998) allows for those interested to both get very detailed information on a range of sexual products, as well as “shop for” them in a comfortable way. This might be especially relevant in more sexually conservative environments. For some the Internet might be the difference between purchasing condoms and forgoing them all together. In addition, using the Internet makes advertising for these same products easier, less costly, and facilitates targeting narrower and more receptive audiences (e.g., being aware of different purchasing tendencies of men vs. women).

There are also distinct generational differences, which, in some instances, might even override the importance of gender. For example, younger people (18–24 years old) use the Internet more to explore and obtain sexual gratification but not necessarily to seek partners. We have also pointed toward the relative frequency with which younger
women, as opposed to older ones, use the Internet in order to access erotica. The oldest age group (49 and older) in our study tended to use the Internet less for OSA, overall. This might be due to several factors including an overall decrease in sexual interest and involvement that typically accompanies aging (Bancroft, 2002), and also the fact that the internet is still a relatively new phenomenon with which the vast majority of older adults have less knowledge and comfort, particularly when it comes to involving the computer in their sex life (Cooper, Scherer, Boies, & Gordon, 1999). We predict that there will be major changes in this trend as those people for whom the Internet currently is a major venue for engaging in sexual activities get older.

Additionally, from a sexual-theoretical perspective, it will be a major challenge for future researchers to try to understand and analyze if and how the socio-sexual interaction taking place on the Internet in a more fundamental way will influence the sexual scripts in society. Scripts are essentially a metaphor for conceptualizing the production of behavior within society. According to the sexual scripting theory, developed by Gagnon & Simon (1973), social actors are continually involved in shaping the materials of relevant cultural scenarios into scripts for sexual behavior in different contexts. The Internet represents a context for ongoing sexual scripting and its evolution. At present the long-term implications of these activities on the Internet are difficult, if not impossible, to predict. However, the results from this study provide a glimpse into the future.

Due to a cancellation by the other speaker, Dr. Cooper presented on this study, as well different facets of OSA and assessment and treatment for two hours (see Cooper, 2002; Cooper & Marcus, 2003). The audience had many relevant questions. The presentation was also filmed for a PBS documentary on the subject in which Dr. Cooper is going to be the primary expert. Following his presentation Dr. Cooper was back on the plane for a flight to Sweden where he was involved in preparing three primary expert. Following his presentation Dr. Cooper was back on the plane for a flight to Sweden where he was involved in preparing three primary expert. Following his presentation Dr. Cooper was back on the plane for a flight to Sweden where he was involved in preparing three primary expert. Following his presentation Dr. Cooper was back on the plane for a flight to Sweden where he was involved in preparing three primary expert. Following his presentation Dr. Cooper was back on the plane for a flight to Sweden where he was involved in preparing three primary expert. Following his presentation Dr. Cooper was back on the plane for a flight to Sweden where he was involved in preparing three primary expert. Following his presentation Dr. Cooper was back on the plane for a flight to Sweden where he was involved in preparing three primary expert. Following his presentation Dr. Cooper was back on the plane for a flight to Sweden where he was involved in preparing three primary expert. Following his presentation Dr. Cooper was back on the plane for a flight to Sweden where he was involved in preparing three.

References will be available on our website. “Predicting the future of Internet sex: Online sexual activities in Sweden. Sexual and Relationship Therapy, 18(3), 277–291,” is available in the current edition of Sexual and Marital Therapy. Additional information can be obtained by contacting the journal or Dr. Al Cooper at alcooper@stanford.edu or 408-248-9737.

The Biopsychosocial Effects of Rural Poverty on Aging

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The United States was founded as an agrarian nation only shifting to an urban nation in 1920. Currently, about 20% of the population of the United States lives outside of a metropolitan statistical area. The number of older adults living in rural areas is disproportionately large compared to the general population. In addition to being demographically older, rural areas are also disproportionately poorer (Stamm, 2003a). There is a significant correlation between poverty and rural living ($r = .38; p < .05$; based on U.S. Census Bureau, 2000, census data). Almost $\frac{3}{4}$ of all older adults living in poverty were women. Socioeconomic status (SES) is a strong predictor of health, with SES and mortality inversely related. This is a durable result not accounted for by SES level, country of origin, or other classical risk factors (Weitz, 2001). Prescription medications are an increasing burden for the rural elderly poor; prescription costs have increased 44% since 2000. The cost of the five most commonly prescribed medications ranged from $1,600 to nearly $11,000 per year. Of the 50 drugs used most frequently by seniors, the average annual cost as of January 2003 was $1,439 (Kayser Family Foundation, 2003). Medicare has not provided for prescription benefits, and 1/3 of those on Medicaid—approximately 25% of those on Medicare are poor enough to qualify for Medicaid—have no medication coverage.

Access to all types of care is notoriously difficult in rural areas (Stamm, 2003a). This presentation reported on a community health needs study of two western, frontier (population less than 7 people per square mile) counties representing 12,000 people in approximately 5,300 households. Five hundred eighty-two males and 498 females responded to a mailed survey. This group represented the aging demographics of rural and frontier areas with an average age of 42 ($sd = 8.1$). In a three-person household, the third member was more likely to be over 75 than to be a child. Only 3% of the households were single adult with a single child. Over 50% of the residents had lived in the area for more than 20 years, and 13% had lived in the area for more than 50 years. Of those who plan to leave (10%), 40% planned to leave for economic purposes and 20% due to health reasons. Notwithstanding, fully 90% ($n = 1,004$) of the people had a relationship with a provider outside of their county, at least a 2-hour drive away. Seventy-one percent had seen a provider outside of their area, and 45% were hospitalized outside of their area. The three top reasons for seeing a provider outside of their residential area were (a) services not provided locally (32%), (b) better quality providers (24%), and (c) referred by local provider (20%). Two-thirds of the respondents were willing to increase their taxes in order to help their community provide better healthcare. In a structural analysis of the data, it became clear that people’s satisfaction and willingness to support increased investment in healthcare infrastructure was linked to their overall health status and perceived need for healthcare. No simple relationship pattern could be identified. In fact, it appeared that there was an internal cognitive organization balancing their anticipated need for services with their satisfaction with the services available. If the perceived need was low, people were more likely to be satisfied, yet for people to feel satisfied, services needed to be
available even if they did not actually use the services due to lack of need or leaving the area to obtain healthcare.

In summary, rural people, who are more likely than urban people to be older, poorer, and have access to care problems, are at particular risk for not having their needs meet regardless of whether those needs are related to the perception of adequacy and availability of care or to their literal access to care.

References

CyberSlacking and Internet Deviance in the Workplace

Dr. Kimberly S. Young, Chair

As more corporations rely upon the Internet, new concerns have emerged regarding cyber-slacking in the workplace and its impact on job productivity, network resources, and corporate liability. Computer Economics, an industry research firm, estimated that $5.3 billion was lost annually due to recreational surfing. Employee Internet abuse can also result in significant drains on network resources causing system slowdowns that can delay data retrieval and possibly result in network malfunction or failure due to overload. Most recently, corporations must contend with disability claims based upon Internet addiction. While Internet addiction is still a relatively new disorder, legal cases under the ADA arguing wrongful termination place corporations at significant risk. To address these concerns, the symposium focused on ways to identify employee Internet abuse, introduced an assessment tool to evaluate Internet behavior, and outlined new corporate initiatives in the employee Internet management field.

Initially, Dr. David Greenfield of the University of Connecticut studied Internet use patterns among 300 randomly selected individuals who had Internet access at work. Results indicated that almost half (47%) admitted to surfing non-work related for an average of 3.24 hours per week and 19% surfed four or more hours per week on non-work related sites. He found many if not most employers (83%), reported having written policies on Internet use in the workplace, even if they did not monitor, filter or block access, and Dr. Greenfield suggested that new areas of research have focused on legal risks of Internet abuse as an addiction.

Dr. Paul M. Mastrangelo categorized types of employee Internet abuse as either counterproductive and computer use that is merely not productive. Nonproductive Computer Use (NCU) included email, instant messaging, browsing web sites, playing games, and downloading music and picture files. NCU was more common than Counterproductive Computer Use (CCU), which included forwarding sexually harassing jokes and pornography to others, attempting to access confidential information, unleashing computer viruses, and trafficking drugs at the work site.

Establishing the trend that employee Internet abuse does exist, often at the expense to employers, Mr. Richard Davis of York University introduced a multidimensional scale to measure the extent of such online abuse. His scale evaluated four distinct facets, Internet citizenship behavior (which includes antisocial versus prosocial behavior), productiveness (productive versus procrastinatory behavior), vigilance (negligent versus vigilant about security and viruses), and technology-related integrity (‘stealing’ company bandwidth and other electronic material). With further study, he suggested the scale could be useful in providing employee Internet behavior profiles and predicting employee reprimands.

Finally, Dr. Kimberly Young outlined new strategies in corporate Internet management to detect and curb such online abuse. More commonly practiced strategies included pre-employment screening in hiring practices to identify potential cases of employee Internet abuse, policies that aid in the prevention of employee Internet abuse and protect companies from legal liability, and electronic monitoring and protective procedures enforce policies and track potential drains on network resources. She also discussed new risk management techniques such as specialized management training to educate supervisors on the dynamics of employee Internet abuse and its potential for addiction and new trends in the use of rehabilitation over termination for Internet-addicted employees. She outlined recent studies that approach Internet abuse as an addiction have decreased job turnover by allowing employees the opportunity to seek treatment as an alternative to job termination, and in many cases, employees were able to return to former positions without further incidence.

Misuse of Work Computers: Not As Sexy As You Think

Paul M. Mastrangelo
Jeffrey A. Jolton
Wendi J. Everton
Karen Daniels

Personal computers have quickly become the mainstay in the American workplace, connecting organizations with employees, applicants, and customers. However, computers have also given employees a new way to avoid and sabotage work—behaviors labeled “Deviant Computer Use” (DCU). Our research indicates that there are two forms of DCU and two correspondingly different
profiles of employees who use work computers for “personal” reasons. Playing games, reading about current events, and conversing with friends are examples of nonproductive computer use (NCU), the more common form of DCU. Employees with a more destructive bent can also use the computer to forward sexually harassing jokes and pornography to others, attempt to access confidential information, and create computer viruses. These more troublesome behaviors are examples of counterproductive computer use (CCU), which occurs among 5% to 10% percent of online employees.

To explore why employees engage in DCU, we created the ABCD Model of Work Computer Deviance, which examines Access to computers/Internet, Breaks from Work, Organizational Climate, and Individual Differences. In our initial test of the ABCD Model, we examined 326 participants’ responses to a web survey. The model was supported, with the results tending to vary by NCU versus CCU. NCU occurred more when employees had Internet access at work for a relatively long period of time \((r = +.16, p < .01)\), and their Internet connection at work was faster than their connection at home \((r = +.14, p < .01)\). In contrast, CCU occurred more when Internet access was relatively new \((r = -.16, p < .01)\) and employees knew others who had been warned about computer misuse at work \((r = +.11, p < .05)\). The most empirical support for our hypotheses pertained to individual differences.

A second study used a separate sample of 317 online participants to test the relationship between personality and deviant computer use. We found that NCU is more frequently found among those who rate themselves relatively higher on anger and higher on fantasy. In contrast, participants who used their computers at work for sexual purposes (similar to CCU) were more likely to rate themselves relatively lower on altruism and competence, and again, higher on fantasy. These results suggest that being prone to daydreaming and distraction make one more likely to engage in DCU. A person more prone to anger is more likely to engage in nonproductive use, perhaps as a means of reducing work frustration.

A third study tested our Model through the annual National Work Opinion Survey (NWOS). We analyzed responses from 1,714 participants who reported having Internet access at work. Only 2.2% reported spending more than 12 hours a week using their work computer to catch up on personal tasks, while 18% spent at least one hour per week doing so, and 50% reported never doing so. Only 0.4% indicated spending more than 12 hours a week using their work computers to “take breaks” from their day, while 17% spent at least one hour per week doing so, and 46% reported never doing so. Higher NCU was most associated with a preference for more lenient computer use policies \((pr = +.29)\), a higher annual income \((pr = +.18)\), more time available to accomplish work \((pr = +.18)\), more stress from ambiguity \((pr = +.11)\), and younger age \((pr = -.11)\).

There is much to be learned about employees’ deviant use of work computers, but our research suggests two related, but separate definitions: nonproductive computer use versus counterproductive computer use. Unlike media reports about addictive online sex and gambling, most DCU at work stems from boredom and frustration—and that’s not so sexy.

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A Comprehensive Plan for Employee Internet Management

Dr. Kimberly Young  
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Executive Director, Center for Online Addiction

In this high tech world, business owners run the risk of losing sight of the threats that can arise as the Internet becomes more ubiquitous. Perhaps the most ironic consequence of the increased reliance of online technology is the increasing complaint of decreased productivity due to the misuse of the Internet. According to Vault.com, 90% of workers surveyed admitted to surfing recreational sites during work hours, and as much as 70% of Internet porn site traffic occurs during the 9:00-5:00 workday. Some employers have put into effect what they consider to be a simple solution: the “no questions asked” dismissal of all those who use the Internet for reasons unrelated to work. This zero tolerance approach may help to decrease employee Internet abuse but also creates other, unintended consequences, including decreased employee morale and the creation of an atmosphere of “us versus them”

Increased turnover rates and recruitment costs  
Increased number of dissatisfied and disgruntled employees

To combat these consequences, a comprehensive Employee Internet Management program is outlined that enables productivity while avoiding the potential pitfalls of corporate online abuse.

Establish official email and Internet usage policies  
Any employer who expects employees to follow particular policies must first establish and document the policies to which employees are expected to adhere. To ensure the success of Internet policies, an employer should

Create consensus  
By including representatives from various departments in the policy planning process, an employer helps to avoid the frustration and potential risks associated with miscommunication and misunderstanding of policies.
THE AMPLIFIER

Include rules, responsibilities, and penalties
Documentation of policies alone is not necessarily enough because it leaves a certain amount of ambiguity for employees and for management. This ambiguity can become a serious problem and even introduce the risk of litigation if penalties are not administered in a consistent manner for identical offenses.

Agree on a process for policy revisions
It is possible that an employer will need to make changes to Internet policies due to a change in general corporate practices and policies or due to changes in technology. It is also possible that certain policies are not working as effectively as expected. It is for these reasons that a modification plan be built into an Internet policies program to revise policies as necessary, without having to reestablish basic guidelines.

Monitoring online conduct
Electronic monitoring enables employers to enforce policies by tracking employee Internet usage on a daily or weekly basis. New features that trace web activity, such as screen shot capturing, and keystroke monitoring aid in early detection of potential problems that helps to improve employee productivity and preserves network bandwidth. Foremost for employers, electronic monitoring provides protection from legal liability with formal documentation of abuse among litigation cases and has been proven effective in curbing abuse before it starts.

Educate employees
Similar to substance abuse prevention programs aimed at creating an alcohol-free and drug-free workplace, specialized training can be used to educate employees on the warning signs of Internet abuse and its potential for addiction. Educational programs that help workers learn how to cope with Internet abuse and provide needed time management skills have been shown to reduce incidences of poor job performance and decrease job turnover rates by increasing employee morale. For those who require additional assistance, a growing number of employers have made referrals to EAPs to help addicted employees which has further reduced their need to take drastic action such as termination. By exploring new possibilities for Employee Internet Management, corporations’ open the door to a future in which the Internet serves to increase rather than decrease the productivity of all businesses.

Cyber-Slacking and Internet Deviance in the Workplace
Dr. Kimberly S. Young, Chair
Associate Professor of Management Sciences, St. Bonaventure University; Executive Director, Center for Online Addiction

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to educate supervisors on the dynamics of employee Internet abuse and its potential for addiction and new trends in the use of rehabilitation over termination for Internet-addicted employees. She outlined recent studies that show that companies that [Alan, change (in bold) okay? Sentence meaning seems unclear] approach Internet abuse as an addiction have decreased job turnover by allowing employees the opportunity to seek treatment as an alternative to job termination, and in many cases, employees were able to return to former positions without further incidence.

The Net @ Work: Sometimes Technology Causes New Problems (Or makes old ones worse!)

David N. Greenfield, PhD
The Center for Internet Studies

Technology has undoubtedly improved the quality and productivity of our lives at work. The Web has even further opened up new avenues for increased productivity, greater flexibility, and new applications for the work we do. We now have the ability to instantly access a virtually unlimited fountain of information in the corporate environment. This has opened up many new horizons for most businesses, and in doing so is creating a global integration of the world’s information economy. The Internet is not only a way of conducting business, but a way of creating new business as well. Not only do most businesses have instant access to any information they may want or need, but they can also use the Internet to integrate all their office locations, or make more information more readily available locally. Our research indicates that approximately 29% of time spent online is done while at work; this figure seems to be slightly higher (33%) for Internet addicts. We also know that approximately 60% of a recent sample of 224 companies have disciplined employees for Internet use/abuse in the workplace. Nearly 30% have terminated employees for the same.

These facts don’t even include the potential for legal issues relating to employees who feel harassed from being exposed to inappropriate or sexual E-mail or those who download pornography onto the company server where other employees can see it! Could these situations constitute a situation where an employer isn’t providing a reasonable and professional work environment? And finally we have the potential threat of an employee suing his or her employer under the ADA statutes after termination claiming they suffer from Compulsive Internet Use Disorder? These facts are not lost on entrepreneurs who have software called “boss screens” that allow you to toggle back and forth between what you are surfing for and a fake desktop screen! This method would allow you to look busy when you are in fact not working! Although most businesses probably expect some degree of personal use of the Internet while at work (just as they do for the telephone and copier) they are probably not prepared for the three hours or so a day that Internet addicts are spending online while at work. This means that, for an Internet addict, over a third of the workday is spent online!

The financial costs of this cyber-slacking are probably seen in the form of reduced productivity and decreased efficiency, but there are other costs as well. The ability to utilize the Internet as the “big server in the sky” is beginning to take hold. Businesses like Sun Microsystems and Oracle have talked about this potential for years. Not only will the Net serve as an information repository, but also it will eventually serve the function that a mainframe computer or a network server does presently. All software applications and data will be held in secure servers at some remote location with multiple back-up protections. This would allow for a more efficient storage and retrieval of software and data because a business could theoretically share software with other users, while maintaining separate secure data. This system would be more cost efficient by avoiding duplicative applications (and hardware), and would provide greater efficiency in making information accessible to appropriate users in the company. Because of the Internet’s universal accessibility from anywhere in the world, employees working from home offices will be able to have access to any applications and data they need, from wherever they are. We will soon begin to see the advent of the global office!

The Internet is at the cutting edge of an expanded usefulness on the job. Most employers see the potential uses of the Internet, and have begun to make the Net available to workstations and computers on the job. And after all, why not? The Net is being hailed as the greatest technological advance since the telephone or television, exceeding both in the speed of growth and the acceptance of their use.

With all this growth and promise, what could be the problem? There is ample evidence that many employees are abusing the Internet while on the job. For compulsive Internet users who have access at work, our research suggests that upwards of three hours a day may be spent online at work. The problem is not new, but it is probably growing as more companies add broadband Internet access on the job. The problem may not as yet be so serious that the business community feels they need to deal with it, although 83% of our surveyed companies have Internet-use policies on the books. Internet abuse and addiction are somewhat secretive. Although no one really knows what employees are doing online (although some employers are beginning to monitor Web access), there is little doubt that employees are using the Internet for personal use on the job. The extent of the abuse, and how to address the challenges that this great technology poses, still remains to be seen.

Copyright 2003 by Dr. David Greenfield. All rights reserved. This article was adapted from the author’s book, Virtual Addiction, published by New Harbinger Publications, 1999, and a presentation at the 2003 American Psychological Association convention. Dr. Greenfield can be reached at 860-233-9772, ext.14; E-mail: drgreenfield@virtual-addiction.com.
Computer-based Behavioral Health Prevention Programs: Psychologists’ Role in Product Development

Tara Cousineau, PhD
Michael S. Davis, PhD
Sarah Lord, PhD
Inflexxion, Inc.
Newton, MA

Personal computers and online communication are now commonplace in American homes and ubiquitous in most clinical and business environments. Psychologists have an opportunity to utilize multimedia technology in the development of behavioral health programming. From CD-ROMs to e-health tools, psychologists can impact this growing technology not only in conceptual development, but also throughout the creative process through field-testing, marketing and professional credibility.

Interactive computer interventions can enhance the learning experience in several ways. First, interactive computer technologies allow users to control their learning environment via self-pacing. Second, interactive computer presentations can be useful for individuals with low literacy levels. Third, people can seek information about sensitive health topics in a confidential manner. Fourth, clinician-delivered patient education that previously required substantial staff time and effort can be supplemented and enhanced via computer. Fifth, interactive computer programs are more flexible than traditional audiovisual materials and allow patients to select and self-tailor the health information they receive, exposing them to a personalized program offering tailored feedback (written and visual) and immediate reinforcement. Tailored health messages are preferable to standard or neutral health messages, as they more clearly target personal health concerns and promote problem solving and retention performance.

Psychological theory, such as social learning theory (Bandura, 1986), stress inoculation (Meichenbaum, 1977) and stage of change (Prochaska & DiClemente, 1983), as well as theories from the empowerment and education literatures, are powerful informants for the development of multimedia programs. A group of psychologists at Inflexxion, Inc., in Newton Massachusetts, are developing innovative health programs through grant funding from the National Institutes of Health, Small Business Innovative Research (SBIR) program. The following are three case summaries.

CASE 1: KidCare for Young Children is an interactive, multimedia program intended to help young school-age children (six-to-eight years old) effectively adjust to their parents’ divorce. Based on an empirically support set of Cognitive-Behavioral Therapy (CBT) principles, the program will rely on interactive displacement scenarios, communication telegrams, and other developmentally appropriate psycho-educational strategies to help children acquire the information and skills associated with improved divorce adjustment. Phase I involved proof of concept research to demonstrate product feasibility. To this end, a demo was developed which was subject to satisfaction testing on the part of children, parents, and experts. Satisfaction levels with the program were 92% across all three groups of participants. Phase II will involve production and usability testing of a fully functional KidCare for Young Children program.

CASE 2: Special Report is an empirically-based interactive multimedia tobacco education CD-ROM program for early adolescents that consists of: [1] a risk assessment with tailored motivational feedback; [2] activities about physical and psychological effects of tobacco, including the progression to addiction; [3] media literacy exercises; and [4] preventive skill-building activities. Preliminary results from a randomized, controlled clinical trial with 270 middle- and junior high school students indicate that Special Report yields significantly greater tobacco-related knowledge relative to standard tobacco education programming. Further analyses will assess the efficacy of the program for affecting tobacco-related attitudes and behavior. Special Report is supported by funding from the National Cancer Institute.

CASE 3: www.MyStudentbody.com STDs (MSB) is a web-based prevention program that incorporates scientific principles known to influence behavior change, including motivational enhancement and tailored messages. MSB was tested in a randomized, controlled clinical trial with 316 students drawn from seven nationally representative four-year schools. Compared to students in the control conditions (standard text-based website and no treatment), students who used MSB exhibited significantly greater increases in STD-related knowledge, intentions to practice safer sex, and self-efficacy for negotiating safer sex with a partner and for actually using condoms. Results demonstrate that MSB is an efficacious tool for reducing sexual risk behavior among college students.


Interactive self-help programs for depression and binge eating

Presenters:
Richard C. Bedrosian, PhD
President, MySelfHelp.com
Associate in Psychiatry, University of Massachusetts Medical School
These presentations were funded in part by grant numbers MH58056, MH61054, and MH62268 from National Institute of Mental Health.

Using interactive approaches to change treatment goals in Binge Eating Disorder

N. Pradas

A major goal of “Stop Binge Eating,” an Internet self-help program, is to motivate users to change treatment goals toward changing eating habits, away from losing weight.

The program guides users through (1) the Prepare Phase, building awareness of binge eating, nutrition, and the role of treatment and (2) the Practice Phase, providing cognitive–behavioral tools for effecting change.

Prepare Phase exercises discourage strategies aimed at losing weight and dieting. Users are encouraged to change eating habits, which produces better treatment outcomes. The Practice Phase utilizes a cognitive–behavioral approach to institute regular eating patterns, develop awareness of triggers, and change cognitions to avoid binges.

With a clinical sample of 48 binge eaters, we tested the hypothesis that using the program would refocus treatment goals away from weight loss toward control of binge eating. The experimental group (n = 24) used the binge-eating program for two hours. The control group (n = 24) used a self-help program on depression. Participants were assessed before and after the educational experience, using a scale differentiating between treatment goals focusing on weight loss and those focusing on eating control. Results showed that the binge-eating program changed treatment goals of subjects, away from weight loss, toward controlling eating. The effect size was > .8 SD, signaling the program’s effectiveness in redirecting treatment goals.

Creating a Safe Community for Online Users of Self-Help Programs

R. Bedrosian

We discussed risks that arise with use of online programs, and presented preventative strategies we are using to counteract them. Below are samples of issues and potential alternatives:

**Issue:** Use of computer-based programs instead of “live” treatment

**Alternatives:**
- Market programs as adjuncts to treatment.
- Encourage users not in treatment to seek services.
- Educate users about treatments and associated benefits.

**Issue:** Providing incorrect or harmful information

**Alternatives:**
- Conduct expert content reviews so material is consistent with research and clinical practices.
- Base content on empirically supported treatments.

**Issue:** Breaches of confidentiality

**Alternatives:**
- Insure user anonymity; protect identifying information.
- Maintain Internet security standards.
- Prohibit external use of subscriber information.

**Issue:** Handling of high-risk symptoms (e.g., suicidal wishes)

**Alternatives:**
- Identify high-risk symptoms; underscore associated dangers.
- Emphasize that high-risk symptoms cannot be addressed by a computer program.
- Admonish users with high-risk symptoms to discontinue usage, until consulting with a health care provider.
Division 46 Awards Presented at the Toronto APA Convention and Highlights From the Social Hour

With Thanks to The Psychological Corporation for Sponsorship

President Elizabeth Carll, PhD, presents Presidential Citations in recognition for continuing contributions to the Division to former Presidents:

- Alan Entin, PhD
- Lilli Friedland, PhD
- Florence Kaslow, PhD
- Brad Bushman, PhD, and Rowell Huesmann, PhD, accepted the first Distinguished Lifetime Contribution to Media Psychology Award for Leonard Eron.

Presidents in attendance at President’s Recognition Award Ceremony at the Social Hour (left to right): Elizabeth Carll, PhD, Frank Farley, PhD, Florence Kaslow, PhD, Kate Wachs, PhD, Lilli Friedland, PhD, Alan Entin, PhD, President-elect designate Peter Sheras, and President-elect Lois Perrott, PhD.
FALL/WINTER 2003

Alan Entin, PhD, displays his photograph, used as cover art for the book, Handbook of Research Methods in Clinical Psychology, by M. Roberts and S. Ilardi.

Lilli Friedland, PhD, presents Brad Bushman, PhD, with plaque for Leonard Eron, PhD.

President Elizabeth Carll, PhD, and former President Lilli Friedland, PhD, present the first Excellence in Applied Contributions to Media Psychology Award to Fred Koenig.

Taking a break from schmoozing at one of the social hours (left to right): Division 46 president-elect Designate Peter Sheras, PhD, former president and “Thrill Dr.” Frank Farley, PhD, president Elizabeth Carll, PhD, and president-elect Lou Perrott, PhD.

Division 46 president Elizabeth Carll, PhD (right), congratulating Al Cooper, PhD (left), after his invited address, “Internet Sexuality: Cutting Edge Technology, Cutting Edge Problems and Solutions,” glancing over in response to attendees’ comments.

Left to right: Peter Sheras, PhD, Elizabeth Carll, PhD, Kate Wachs, PhD, Lou Perrott, PhD.
Psychologists in the Media

Elizabeth Carll, PhD, edited a special issue of American Behavioral Scientist on Psychology, News Media, and Public Policy: Promoting Social Change, which was published in August 2003. Dr. Carll also presented a paper, “Psychological Intervention and Mass Media: Aftermath of the World Trade Center Disaster,” at the European Congress of Psychology in Vienna, Austria. She was also interviewed by various print, TV, and radio media on PTSD, stress, OCD, eating disorders, and media and product placements.

Irene Deitch, PhD, was an Invited Speaker for College Alumni Day Presentation for the third time since 2001. On cable TV, she was the producer & host of MAKING CONNECTIONS—“Cancer: The Promise and the Practice”; Guests Professional Education Committee—Eastern Region (Staten Island Division) American Cancer Society. She did an Invited Presentation at Kingsborough Community College, NY, on “OVERCOMING ACADEMIC ANXIETY” and was an Invited Speaker at the Annual World of Women Celebration, St. John’s University, “HUMOR AND HEALTH.” Dr. Deitch did an Interview with Linda Shrieve, of the Orlando Sentinel, on “Pet–Human Bonding.” She is still active as an Non-Governmental Official at the United Nations for The International Council of Psychologists: Mental Health Committee (Public Information Division).

Alan D Entin, PhD, described in an article on the art scene in Richmond as “dealing in psychology when not taking pictures,” had his award winning photograph, Le Carrousel au Parc de la Villette I, on the cover of Handbook of Research Methods in Clinical Psychology, edited by Michael Roberts, PhD, and Stephen Ilardi, PhD. Alan had a solo exhibition “Where Magic Interferes With Reality” in Artspace Gallery in Richmond and an online show of photographs at www.artZites.com, and won an award at the Suffolk Museum in a juried exhibition.

Creating a Life of Meaning and Compassion: The Wisdom of Psychotherapy by Robert Firestone, PhD, Lisa Firestone, PhD, and Joyce Catlett, MA, was just published by APA Books. This important book describes a unique applied psychology whereby a group of individuals overcame a wide range of defensive behaviors and transformed their lives. Most important, the authors indicate how therapists in clinical practice can apply the insights achieved.

Roger Klein, PhD, Associate Professor, University of Pittsburgh, recently produced five psychology videos for Wadsworth Publishers. The videos appear on CD-roms that accompany two new undergraduate textbooks: APA President Bob Sternberg’s 4th edition of his introductory text, Psychology, and James Kalat’s 8th edition of his text, Biological Psychology. The segments, which range in length from 3 to 5 minutes, provide students with an in-depth look at cutting edge psychological research in Pittsburgh. Researchers from Carnegie Mellon University (Sheldon Cohen, Vicki Helgeson, and Jay McClelland) and the University of Pittsburgh (Jeff Cohn and Anthony Caggiula) discuss and demonstrate research conducted in their labs.

Roger recently signed a contract with Wadsworth to produce a second set of five videos, to be shot in Boston and Pittsburgh. He also continues to produce “The Psychology Minute.” Now in it’s third year of production, “The Psychology Minute” reviews current psychological research, and airs on the local all-news radio station in Pittsburgh, KQV-1410AM. In August, Roger published two database-based articles in media psychology in The American Behavioral Scientist. Division 46 President Elizabeth Carll, PhD, who served as editor for that issue, requested the articles.

Linda Sapadin, PhD, is pleased to announce that her new book, titled Master Your Fears: How to Triumph Over Your Worries and Get On With Your Life, will be published by John Wiley & Sons in February 2004. This book describes how a fearful lifestyle restricts activities, constricts thinking, pinches choices, and squeezes all the juiciness out of life. Master Your Fears provides a skills-based program with related exercises that will help readers learn to live in the world without fear as their driving force.

Kate M. Wachs, PhD, has had some literary successes. Her second book, Relationships For Dummies, is currently being translated into Russian for distribution overseas in 2004. Her first book has been translated into Spanish as Los Secretos del Amor, published in Barcelona, Spain. Kate was also asked to join Cosmo Girl as their Relationship Expert, and currently appears on their masthead. Contrary to what is often known as Cosmo’s vixen slant, Kate enjoys advising little girls/teens/young women to hold out and think before leaping. She also enjoys helping them strengthen their self-esteem. US Magazine, Cosmo, Men’s Health, Glamour, and Redbook also frequently interview Kate, among others, and she still has a site on AOL—AOL Keyword: DrKate. To her knowledge, she’s the longest running advice-giver on AOL.

Kimberly Young, PhD, Executive Director of the Center for Online Addiction, was featured in an Associated Press story, “Parents concerned over amount of time kids spend online.” The story ran on August 31, 2003, appearing in dozens of news outlets including the Houston Chronicle, The Washington Times, and CNET News, and focused on the dangers of online usage among children. Kimberly commented on the ways parents can enforce various online child safety strategies to protect their children, and she appeared in the September issue of Rolling Stone Magazine in the article, “Can Gaming Destroy You?” commenting on the addictive nature of online games such as EverQuest. ☯
Review of Creating a Life of Meaning and Compassion: The Wisdom of Psychotherapy

Jina Carvalho

Creating a Life of Meaning and Compassion: The Wisdom of Psychotherapy (APA Books 2003) offers a compilation of mature therapeutic insights that are valuable in achieving a better way of living. It describes a unique experiment in applied psychology whereby a group of individuals overcame a wide range of defensive behaviors and transformed their lives. The book documents the knowledge they acquired along the way and offers corrective suggestions that are based on their experiences. Most important, the authors indicate how the insights achieved can be applied by therapists in clinical practice. This book is a comprehensive guide for helping professionals and other people who are interested in personal development, deepening friendships, sustaining intimacy in couple relationships, achieving success in the workplace, and developing healthy child-rearing practices. It points out the value of leading a life marked by adventure and recreation, transcendent goals, and spiritual exploration, and offers fresh views on the past, present, and future of psychotherapy.

“Clinical psychologists Robert Firestone and Lisa Firestone, and education theorist Joyce Catlett identify and describe the defensive process that constrains people from making positive changes in their lives. They summarize the insights they gained while developing a more decent and respectful way of living as a response to the destructiveness of society.”

—Review by SciTech Book News

“Robert W. Firestone and colleagues have once again produced an insightful and dynamic book that will be of great interest to professionals in the human services, as well as to the population at large. The volume covers a whole range of human relationships, but most important, it focuses on how one may deal with fears and painful feelings to achieve contentment and fulfillment.”

—Donald K. Freedheim, PhD. Professor Emeritus of Psychology, Case Western Reserve University, Cleveland, OH

“This book renewed my faith in psychotherapy and inspired me to be a better person—and therapist. A sure-fire cure for burnout.”

—Pat Love, Pat Love and Associates, Austin, TX

Authors available for interviews.

New Frontiers in Distance Education

Leigh W. Jerome, PhD
Director, Extramural Research
Pacific Telehealth and Technology Hui

Distributed education is generally associated with a narrow range of conventional modes. Emerging technologies are expanding the options that are available for accomplishing distance learning. The convergence of diverse technologies is also providing new mechanisms.

Previously disparate or independent distance learning efforts are coming together. For example, consider one aspect of distributed learning: assessment. Assessments have traditionally been divided into specialty areas: educational assessment in the schools, clinical assessment in clinical environments, and personnel assessment at the workplace. These assessments have been conducted as discrete testing events without a lot of overlap between the specialty areas. This is changing. The importance of assessments becoming more individualized, continuous, outcomes-based, authentic, and multifaceted is recognized, across the specialty areas. So, education and job-based learning are now often one and the same. Therefore, a person might be assessed on the job to identify a skill set that requires development.

The knowledge required to maintain a job in many occupations is changing so fast that 50% of all employees’ skills are estimated to become outdated within 3 to 5 years. A competency program for a new skill set can thus be developed and provided, through distance education, and progress captured through an electronic portfolio.

Going a little deeper, we can see how educational, healthcare, and workplace environments can be connected to provide seamless avenues for assessment, education, and the provision of clinical services. Suppose a change in the way a company does business is going to require greater computer literacy. An evaluation may be done to assess technology literacy as well as anxiety and any physical challenges that may impact the new learning. Subsequent training can be tailored as needed for the individual. An electronic record can be established to reflect growth over time containing audio, video, graphics, and text. So, distance learning can provide

(1) Knowledge facilitation—the development of new skills and
(2) Knowledge certification—the documentation of the skills they have developed.

New technological innovations are being incorporated into distance education that are facilitating these convergences. Evolving innovations include imaging techniques, hypertext, virtual reality, and simulation.

Let’s consider an example to illustrate the new directions in distance education. Alzheimer’s disease affects more than four million Americans. A new high-resolution functional-MRI technique, that maps blood oxygenation in the brain at rest, can pinpoint changes in brain activity that may underlie memory impairment, even before structural damage occurs. Early detection can provide an opportunity to establish a baseline of cognitive functioning, quality of life, occupational risk

continued on back cover
repetition of television images of brutality and carnage. The ready availability of camcorders easily records events like the Rodney King beating, the police trial and subsequent riot in Los Angeles, and the events of September 11, 2001, and their chilling revelation of America’s vulnerability to world-wide terrorist movements. At the same time, attitudes toward war and its conduct are altered by miniaturized television cameras in smart bombs and missiles and used by journalists “embedded” in caravans of military vehicles in “search and destroy missions.”

Other sea changes in recording of successful and failed military strategy derive from technology-enriched “command and control centers in Somalia and Qatar.” The way in which the public has come to understand and experience war, how the military commanders in the field conduct a war, and how historians will chronicle a war has changed dramatically with the advances in media technology. In effect, the media have revolutionized the business of war. Televised images of war, from the noses of guided missiles, to “embedded” journalists, to live battlefield reports, have not only turned the page on traditional war conduct and battlefield history, they have literally started a whole new set of books on the subject, or, more accurately, a whole new digital library.

The Medium and the Message
The truth of media effects and influence is far deeper and pervasive, and morally and ethically more neutral than critics have appreciated. Yet, these effects and influences pass little noticed by consumers and little appreciated in the grand scheme of a media-centric culture.

Among other things, a medium, irrespective of what it is transmitting, shapes the way the audience interacts with it and with the content being transmitted. Radio and music recordings, in whatever format, are auditory media. Print is a visual medium; the Internet, television, and film are audio-visual media. Their respective sensory–cognitive demands are both informative and transformative.

The audience, however, is often unaware of just how important a given medium has been in shaping audience comprehension and expectation. In other words, the audience of a new medium must be trained to decode the message of a medium, learn the proper language, grammar, emotional impact, and requisite senses, skills, and aptitudes demanded by the new medium. It is this novelty of psychological and sensory–motor schemata that quickly separate generations in terms of comfort with and mastery of new media and media technologies. New media create new classes of technogurus and technophobes. Students of media are and will continue to be increasingly called upon to chart the topographic and sub-surface structures of media and their influences on individuals and cultures. It will research and educate in the face of cries of new addictions and the realities of old addictions finding new playgrounds.

Film and Television
Film and television are the dominant forms of audio–visual, media-delivered entertainment, although the Internet is challenging that dominance. Yet, film and television frequently breach the boundaries of entertainment and become virtual teaching and inspiration machines. They educate or create dreams, hopes, and fears. In the first instance, a host of anecdotal data shows that how Hollywood portrayed America in such programs as *Dallas* or *Fresh Prince of Bel Air* inspired immigrants to want their crack at “the American dream.” At the same time, in an opposite vector, we are currently witness to ethnocentric protectionism against and Fundamentalist outrage at the cultural shogunism of exported American film and television products and their corrupting influences on naïve populations. It is not dreams they see, but blaspheming nightmares. Such is the double-edged power of the media.

Distance Learning
The Internet has aided the nuclear explosion of growth in distance learning enterprises. Not only can the Internet supplement television’s time honored tradition of offering university courses for credit, it can be the centerpiece of entire degree programs, from high school to doctoral degrees. Bundled with teleconferencing and live or virtual student–faculty assemblages, the Internet has made possible the growth, expansion, and increasing rigor of national and international institutions of distance learning. Distance learning is a fertile ground for applied and theoretical media psychologists.

Media As Treatment Delivery Platforms
Bibliotherapy is a traditional adjunct to therapy. It entails the use of books and other written materials to help patients further understand their psychological problems. A recent modernization of this intervention strategy has emerged in the form of cinema therapy. Cinema therapy is an area of growing public interest and professional organization and is generating numerous publications relating specific movies to specific areas of individual or interpersonal dysfunction. The cinema therapy model is generating a growing number of research studies that are seeking to validate the methodology and specify its strengths and weaknesses.

Additionally, the field of media psychology has a growing interest in how the various media can help in delivering medical and psychological treatments and intervention strategies. The popularity of Internet medical sites and medical chat rooms has increased dramatically as well. People are reaching out to others for advice about experience with medical conditions. One result is that inquirers become more knowledgeable about their medical conditions, more willing to ask more and better questions, and even take knowledge-based issue with the opinions of medical practitioners. Research suggests this oftentimes results in better treatment.

Business, Government, and the Media
Media specialists and practitioners have come to constitute a priest class that has the power to move us and to shake us. They create the songs to be sung, the instruments on which they are composed and performed, and designate who are to be the performer demigods of the moment. They also create an insatiable consumerism in the public that feeds the engines of capitalism, frequently at the expense of other social values, environmental conditions, and norms of physical well being.
More gravely, evolving media technology creates moral and ethical dilemmas when embodied in the technology of tracking buying habits and the omnipresence of celestial eyes and terrestrial cameras. These technologies provide unseen witness to our private and public forays. These surveillance techniques raise both the specter of Orwellian dystopias and tantalizing promises of personal and collective safety. But at what constitutional costs? The nexus between technology, capitalism, democracy, and individual rights is an increasingly urgent area for media psychology to provide observation, research, and commentary on.

**Conclusion**

To summarize, media psychology is concerned with a wide swath of human behavior, especially so in an increasingly media-dominated society. Its purview captures the arenas of entertainment, education, medicine, the military, criminal justice systems, modes of psychotherapy delivery systems, and advertising, to specify just a few. The discipline explores the media as they exert influence on social, educational, and strategic communications, on politics and sports, on ideology and on religion, on war and peace, and on diplomacy and terrorism. The discipline analyzes how media cover great or tragic moments that come to define a culture, such as the first walk on the moon or the last moments of a fallen president.

To practice media psychology is, in the final scene, to study and explain how humans represent themselves to themselves through lenses, through harmonics, and through spectra, and how humans send these self-images across time and space in a proclamation of fierce existence.

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**Thanks For Your Hard Work...**

*continued from p. 6*

an inventive pioneer and a gracious colleague/friend.”

**Kate M. Wachs, PhD. Chicago, 1991 Division 46 President**

“I’ve known Jerry since my early psychology days, and we first worked together on the formation of the APA division of media psychology, as well as the CPA media psych division. During the next 20+ years, we seemed to share the same values and concerns for psychology and the public. We didn’t always agree on issues, but we were of the same heart—doing what’s best for people.

Jerry was so very vital. At the SF APA Convention, he worried about Alan Entin not looking so good—on the very day Alan had his heart attack. Yes, Jerry was so vital, I thought he’d be active and travel to meetings until at least age 100.”

**Elaine Rodino, PhD. Santa Monica, 1997 Division 46 President**

“I recall meeting Jerry in 1988 when I first joined D46. I was always amazed by his energy, enthusiasm and take-charge attitude. I thought his vitality was captured perfectly on the cover of the 1/2000 APA Monitor: a smiling Jerry Clark—age 87—swimming. The issue featured a look at older, active APA members. I keep it as a reminder of—as the article title so aptly stated—’Successful Aging: The Second 50.’”

**Roger D. Klein, PhD, Pittsburgh, Long-Time Division 46 Member & Fellow**

“Jerry was a great friend to the Media Psychology Division and to practice. I remember him working the council floor when we were bringing D46 into APA. He previously ran for APA President, not really wanting to be President, but willing to serve if needed. His work with CPA was also tireless. He was always there with a bright smile, willing to help out in any way he could. We’ll all miss him very much.”

**Lenore E. Walker, EdD, Florida, 2001 Division 46 President**

“Dr. Jerry Clark was a long-time member, friend, and supporter of APA, as well as the entire field of psychology. I know you all join me in my expression of heartfelt sorrow to his family, friends and colleagues.”

**Robert J. Sternberg, PhD, CT & Washington, DC, 2003 APA President**

A celebration of Jerry’s life, as opposed to a wake, was held at Jerry’s Coral Casino swim club on 10/5/2003. At the end, everyone sang, “It’s a Wonderful World,” one of Jerry’s favorite songs, and picked up a brownie made with Jerry’s favorite recipe, along with a copy of the recipe. D46 made a $100 donation to Planned Parenthood in Jerry’s memory, sent Mrs. Clark a copy of the accompanying letter, and will also be forwarding a copy of this newsletter.

The Clark Family appreciates our thoughts and condolences, and would like to thank everyone who supported Jerry over the years. They ask anyone wishing to send flowers to instead make a donation in Jerry’s memory to one of the organizations in which he was active—either Planned Parenthood, 518 Garden St., Santa Barbara, CA 93019, or the Community Environmental Council, 930 Miramonte, Santa Barbara, CA 93019. In addition, Jerry is still on this year’s ballot for APA President. **YOU CAN STILL VOTE FOR HIM!* Read his candidate statement at www.apa.org/monitor/may03/clark.html.

So, you see, Jerry really IS vital. He is still active and moving and running, even now. Way to go, Jeeeeerrrrrrry!

“Do it until you can’t do it, then do it a little more. Only then make accommodations to time and tide and bones that scream and bark. But keep moving!” — Jerry H. Clark, PhD

*Jerry’s votes will later be distributed to the other candidates.
APA Division 46 – Media Psychology: Membership Application Form

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A Tribute to Shirley P. Glass, PhD  
continued from p. 7

We all send our deepest sympathy and condolences to Shirley’s family and want them to know how highly she was valued and how much she will be missed by her many friends and colleagues in the division. As one member said, “She was a mensch.” To honor her, Division 46 has made a contribution to The Shirley P. Glass Marriage Education Fund established in her name.

New Frontiers in Distance Education  
continued from p. 23

areas, and emotional resources and the development of appropriate remediation treatments. The value of new imaging techniques, such as the functional MRI, is in its ability to leverage traditional assessments. It can be paired with traditional dementia assessment and the full record created in an electronic, dynamic format.

Simulation provides another new direction for distributed education. Training for the surgeons of tomorrow will be accomplished with virtual reality and simulation. Simulation offers the promise of being able to perform complete operations on a patient before any cutting actually begins. Rehabilitation projects are underway that bring the benefits of virtual reality directly into the patient’s home. Internet-based modules address common daily activities so that individuals can practice using a microwave or ATM banking machine at their own pace and in the privacy of their home.

Video games are another kind of simulation effort. Gaming offers lessons that are being applied for education and treatment for individuals with brain injuries, psychosis, eating disorders, and phobias and in behavioral health and prevention applications. Other new tools for distance education include the integration of downloadable biosensor data and multimedia capabilities into learning environments.

Advances in distance education are developing rapidly, and convergences are leveraging these developments, exponentially.

Publication and Submission Guidelines

*The Amplifier* is the official newsletter of APA Division 46, Media Psychology, and is published three times each year (Spring, Summer, and Fall). Unsolicited contributions from members are welcomed and encouraged. Articles must be relevant to media psychology and should not have been published elsewhere. All submissions should be sent to the Editor by e-mail at adentin@earthlink.net. Submissions must be received by February 1 for the Spring issue, April 1 for the Summer issue, and October 1 for the Fall double issue. Authors should ensure that their manuscripts comply with all APA publication and ethical guidelines.

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